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UNITED STATES DEPARTMENT OF AGRICULTURE  
Rural Electrification Administration  
Washington 25, D. C.

March 8, 1946

NEWSLETTER TOPICS

ANDERSON PRAISES REA PROGRAM FOR  
IMPROVING FARM LIVING STANDARDS

Speaking at the annual meeting of the National Rural Electric Cooperative Association in Buffalo on March 4, Secretary of Agriculture Clinton P. Anderson voiced his appreciation of work done by REA and REA-financed cooperatives in bringing electric power to American farms.

"I recognize that administration of REA loan funds authorized by Congress and the planning, building and operations of rural power systems, call for specialized knowledge and skills," the Secretary added. "I believe the REA organization and its borrowers are self-sufficient in these respects. Under the direction of Administrator Wickard, REA now enjoys complete freedom of action in all the powers and responsibilities delegated to the agency by the Rural Electrification Act of 1936."

Stressing the importance of rural electrification in relation to other Department of Agriculture programs, Secretary Anderson pointed out that getting electricity to the nation's farms is a means to an end. "I regard the REA program not merely as a power program, but as a potentially far-reaching agrarian program," he stated. Supporting this position, he cited many farm uses of electricity which have increased production, decreased spoilage, improved quality of products and brought about more orderly marketing. He particularly emphasized the importance of power in encouraging a change from the one-crop system to diversified farming by spreading farm labor over a wider production range, and the benefits to the soil erosion program resulting from this change. He recommended that all Department agencies learn more about farm utilization of power from REA specialists, cooperative managers, officers and members.

Secretary Anderson endorsed farmers' cooperatives and expressed his approval of the encouragement REA is giving members to take an active part in the affairs of their co-ops.

"The experience farmers are now getting through their own cooperatives is strengthening the spirit of self-reliance which throughout our national history has made the rural element of our population a bulwark against attacks on our freedom," he said. "It is my hope that through cooperative action, agriculture may achieve parity with other industries in this country without sacrifice of the values which have been invested in individual ownership of family type farms."

"I think we all agree that REA cooperatives have served their members well, and at the same time have lived up to their responsibilities to the nation. I hope the members will not forget their obligations to their neighbors who do not yet enjoy the benefits made possible by the REA program."

WICKARD WARNS CO-OPS PROGRAM  
IS FACING VIGOROUS OPPOSITION

Claude R. Wickard, REA Administrator, told the Buffalo meeting of the National Rural Electric Cooperative Association on March 5 that the rural electrification program is facing a bolder and perhaps more desperate opposition from private utilities than it has ever before experienced.

This opposition includes cream-skimming spite lines, a strong lobby in Washington and a nationwide advertising campaign in newspapers, magazines and over the radio. The national Congress, state legislatures and regulatory bodies are being flooded with proposed restrictive measures which would retard progress of the REA program.

REA and its borrowers cannot combat these unfair tactics in kind, the Administrator warned. They must rally the support of their neighbors, their friends in Congress and in the farm organizations. To obtain this support, they must first show that they have the solid backing of all rural people. To insure this backing, they must tell the REA story to these rural people and convince them that the REA co-ops and their members are standing firm in their determination to electrify every rural dwelling in America.

They must be convinced themselves, and must show their neighbors, that the REA co-op is more than just another public utility, the Administrator said. They must sell themselves and their friends on the fact that their right to obtain service at cost from their own co-op is more valuable than any temporary benefits offered by power companies. They must convince neighbors who may be offered quick connection to spite lines that by accepting it they may delay electrification for many others and perhaps bar them from service permanently. As part owners, members must appreciate their right to help determine their co-op's policies and establish its rates, both now and in the future, when freedom from debt should permit important reductions. They must show their neighbors the value of this right as compared to the position of private utility customers, who are served for profit only and who have no voice in the affairs of the corporation that serves them.

Administrator Wickard suggested that every REA co-op shape an aggressive educational program that will reach its members, their unelectrified neighbors, local businessmen and all public-spirited groups in its vicinity. Each co-op, he said, must demonstrate its sincerity by supporting this program with definite plans for complete area coverage that will place its lines within reach of every potential consumer. It must encourage the use of profit-making farm appliances. To protect its ability to supply service at reasonable rates, it must vigorously support REA's right to finance generating and transmission facilities when they are required to provide a co-op with ample power at reasonable cost, for if this right is taken away, rural people will lose their most potent defense weapon against uncontrolled, exorbitant electric rates.

The Administrator expressed full confidence that the proven courage and staying qualities of co-op officers and members will see the rural electrification program through to its completion. Speaking directly for the REA organization, he said: "We pledge to you our efforts to cooperate in every way necessary to insure that the REA program will make its maximum contribution to the national welfare."



YOU CAN EARN GREATER PROFITS  
BY USING MORE ELECTRIC POWER

Electric rates are arranged in brackets that start at the highest point for minimum use, and are graduated downward as consumption increases. The fact that greater consumption reduces the average KWH cost opens the way for increased farm profits through the intelligent use of power.

For instance, our minimum charge is \$\_\_\_\_\_ for \_\_\_\_\_ KWH. This amount of electricity will provide lights, radio and perhaps some additional slight service. By adding profit-making, productive appliances and building consumption up to \_\_\_\_\_ KWH per month, the cost is only \$\_\_\_\_\_, or an average KWH rate of \_\_\_\_\_ cents. By careful planning, the ratio of profits to increased power costs can be built up to where the greater profits will more than pay for your entire electric bill.

Your farm is a home and it is a producing plant as well. Study your needs closely and add those appliances that will increase efficiency of production. Make each added unit pay its way and earn a profit. Buy only equipment of proven merit and see that it is backed by reliable service guarantees. You are installing these machines to work for you. They must do their work well.

If you need help in planning, your co-op office will be glad to advise you about appliances, their productive capacity and approximate power consumption. We can also discuss your present wiring facilities and advise you what added load can be carried without alterations, or how to plan the necessary alterations to obtain maximum benefits at minimum costs.

(NOTE TO MANAGERS: Choose any comparative figures you think best if you use the above article but make the illustration striking).

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PRESIDENT TRUMAN APPEALS FOR  
CONTINUANCE OF HOME GARDENING

President Truman has issued an appeal to the nation's home gardeners to continue growing and conserving garden products in 1946 to help replace food which is needed for shipment abroad.

In response to the President's appeal, Secretary of Agriculture Anderson has organized a special Departmental Committee on Home Gardening and plans to call a conference of national garden leaders soon.

With spring gardening time at hand, the important point is for all home gardeners to get their gardens started. The experience most of them have had during the past few years should make it easier for them to plan their planting and cultivation schedules so that their garden plots will yield a maximum quantity and variety of vegetables throughout the growing season. Short dry spells retard vegetable growth. Combat this damage with a good soaking at least once a week if rainfall is insufficient. This can be done with a hose, or a second-hand iron pipe, connected to your electric water system.

SOME GOOD EXAMPLES OF NEWSLETTER ITEMS

From newsletter of the Delaware Rural Electric Association, Greenwood, Delaware: "We wish to express our sincere appreciation for the splendid service rendered us by your cooperative. As we retire from the farm our only regret is, why couldn't we have had this wonderful electric service ages ago? It is the most wonderful labor saver and convenience rural farm folks ever experienced. We are grateful. Mr. and Mrs. Plaford T. Russell."

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From newsletter of the Peace River Valley Electric Membership Association, Wauchula, Florida: "Mr. Ernest R. Gruenbeck has installed a water system in his home. This takes quite a bit of work off Mrs. Gruenbeck in the home and Mr. Gruenbeck thinks it is a wonderful help to him with his stock."

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From newsletter of the Jewell-Mitchell Cooperative Electric Association, Ionia, Kansas: "Our bill has jumped 10 KWH this past month. It has been very cheap at that. Our ewes were lambing during that cold weather, so I just rigged up a box with a larger bulb in it and really dried those lambs off in a hurry. It doesn't take a little lamb long to know where the warm spot is as they go right to the light. Dale Shurts."

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